

Washington State
Employment Security Department
Letter to Request Bids

January 7, 2010

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The Employment Security Department, (ESD), is soliciting proposals to acquire the research expertise necessary to conduct a quantitative telephone survey to measure awareness, usage, satisfaction and other metrics among random samples of targeted employers of the Department's WorkSource business services.

The Department will launch a marketing campaign promoting WorkSource business services to employers beginning in March 2010. The campaign will include direct mail, e-marketing, social media and outreach to owners, top executives and human resource managers at 30,000 businesses statewide.

The period of performance of any contract awarded as a result of this Letter to Request Bids is tentatively scheduled to begin on or about January 23, 2010 and be in force through April 15, 2010, with possible amendments extending the period of performance.

It is anticipated that any contract awarded under this solicitation shall be in an amount not to exceed \$13,000. ESD does not anticipate the selected contractor's involvement beyond April 15, 2010. However if ESD determines it is necessary to increase the contractor's involvement, ESD may amend any awarded contract to increase the contractor's involvement. Such an amendment, if any, to increase or decrease the dollar value and extend the period of performance shall be at the sole discretion of ESD.

Scope of Work

The winning vendor will conduct a quantitative telephone survey among a random sample of targeted employers. The survey will be conducted in the winter of 2010, before a WorkSource Washington's business marketing campaign begins.

Research objectives

Establish a baseline of employer awareness, use and satisfaction with WorkSource business services.

Provide diagnostic information to help the Department develop effective marketing strategies.

Provide market situation context (e.g., to what extent employers are hiring) to help the Department understand the current employment situation.

Deliverables

1. Sample

A total of 400 telephone interviews will be completed among potential employers, defined as any business in the State of Washington. Sole-proprietorships will be eliminated from the sample. Also, because of the large number of very small employers, the sample will be stratified as follows:

- 1 employee: N = 0
- 2-10 employees: N = 100
- 11+ employees: N = 300
- Sub-total N = 400

The survey will include screening questions to ensure that the final sample only includes: business decision makers, defined as the person in the company who is responsible for recruiting and hiring new employees.

The sample will be provided by the research firm selected to conduct the study.

2. Questionnaire design

The questionnaire will be provided to the research firm by the Department (Sample Attached). The research firm will work closely and collaboratively with Department staff to make any necessary changes to the questionnaire. This iterative process will be repeated until the Department has approved a final version of the questionnaire.

The questionnaires will be designed to fit into an interview lasting 12 minutes or less. Up to three open-ended questions may be included at the contract amount.

In order to ensure the validity and reliability of the questionnaire, it will be pre-tested to a sample of 10 respondents. The results of the pre-test will be discussed with Department staff, and any changes to the questionnaire will have to be approved prior to the full administration of the project.

3. Survey Administration

The survey will be administered using Computer-Assisted Telephone Interviewing (CATI) or any newer, more effective methodology provided by the vendor.

Several methods will be used to ensure the highest possible response rate.

Repeated telephone calls will be made at different times, and on different days of the week. Telephone calls will be placed during weekdays, 8:00 a.m. to 5:00 p.m. Each selected telephone number will be called at least eight times before it is eliminated from the sample.

All respondents will be given the option to schedule an appointment with an interviewer at a future time.

To ensure the validity of responses, a random sample of at least 3-5 percent of the completed surveys for each interviewer will be re-contacted by a supervisor at the end of each shift. These follow-up calls will be used to evaluate the performance of interviewers and ensure the accuracy of the data collection process.

4. Final reports

The research firm will submit a final written report for the baseline survey that will include the following:

- A methodological preface outlining the research design and achieved response rate (estimated 2-4 pages).
- An executive summary of major findings (estimated 2-3 pages).
- A written analytical report separated into sections, which discuss the findings in detail, drawing inferences and conclusions from the results of the survey.
- Color graphics, which illustrate and summarize important findings.
- A detailed set of cross-tabulation tables in WinCross format.
- In addition to a detailed written report, research firm will prepare a PowerPoint Presentation to summarize the results, which can be used to present the results to Department leadership.

5. Descriptive statistics

Upon completion of the survey administration, the research firm will conduct a comprehensive statistical analysis of the data.

A complete set of descriptive statistics will be generated using SPSS and WinCross. The research firm will suggest appropriate banners to be used, and the Department will be given the opportunity to request additional banners for the cross-tabulation tables.

The final report presented to the Department will include univariate, bivariate and multivariate statistical analyses of survey data.

6. Timing

Fieldwork for the baseline should commence in February. Data tables should be available approximately two weeks after fieldwork is completed. Statistical analyses and a summary report should be issued by March 2010.

Instructions to Bidders

1. Submit your electronic proposal by January 18, 2010 to the Employment Security Department, Attn: Bill Tarrow via fax at 360-902-9376 or by email at btarrow@esd.wa.gov. Late submittals will not be accepted. Bidders assume the risk for the method of delivery chosen. ESD assumes no responsibility for delays caused by any delivery service or for problems with Bidder's email. Late bids will not be accepted and will be automatically

disqualified from further consideration.

2. Please review the **Scope of Work** carefully as it describes what is expected should your firm be selected. **Your firm's response to this solicitation should be brief, but should include:**
 - A proposal no longer than three pages in length that outlines your firm's approach to completing this project;
 - A project work plan;
 - A work schedule to accomplish the project;
 - Names, e-mail addresses and phone numbers of at least two business references.
 - Total fees for your firm's services including any travel, meals, or other expenses (the intent is to award a fixed price contract);
 - A half-page synopsis of last similar project performed.
3. Resumes of the individuals who will perform the work under this contract must be submitted and the percentage of time each will spend on the project must be specified. The names and qualifications of any sub-contractors must also be specified.

Proposals will be evaluated by ESD based on the response to the information requested above. All items must be addressed for the proposal to be considered responsive.

The following weights will be assigned for bid evaluation purposes:

Experience/Staff Qualifications	25 points
Project Approach and Work Plan	25 points
Schedule	25 points
Cost	25 points
TOTAL	100 points

ESD reserves the right at its sole discretion to reject any or all bids prior to the execution of a contract. This *Letter to Request Bids* does not obligate ESD to contract for the services specified herein. The final selection, if any, will be the bid that in the opinion of ESD best meets the requirements set forth in the *Letter to Request Bids* and is in the best interest of the state of Washington. ESD is not obligated to select the lowest price bid. ESD shall not be responsible for any costs associated with a bidder's preparation of a bid in response to this *Letter to Request Bids*.

In submitting a bid in response to this *Letter to Request Bids*, the bidder agrees to accept the terms set forth in this *Letter to Request Bids*.

Any requests for information about this project are to be directed to the Manager named above in item 1.

Thank you for considering this solicitation.